

## Email #1: COLD EMAIL

### Subject Line:

Hi, [CONTACT.FIRSTNAME]

### Email Body:

The evolving art of human capital management demands ever more sophisticated technology.

Sometimes you need a little help putting it all together...

...or a lot.

And sometimes you just want to learn a little bit more.

[CLIENT] is a full-service technology company that provides complete Human Capital Management consulting services from strategic alignment to platform installation and support.

Visit our Resource Page to download our best practices guides and case studies, or visit our blog to explore the conversations about what's going on the dynamic world of people, technology, and work.

[OPTIONAL] If you are thinking about <<<TOPIC>>>, here's an article that can help you get started.

[CONTACT.SIGNATURE]

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You received this message because you <<<SOURCE ACTION>>>. If you do not want to receive these messages, you can unsubscribe here.

## Email #1: CONTENT LEAD INTRO

### Subject Line:

Hi, [CONTACT.FIRSTNAME]

### Email Body:

Thank you for <<<DOWNLOADING | WATCHING | ATTENDING>>> our <<<RESOURCE TYPE>>> on <<<TOPIC>>>. We hope you found it informative.

If you are interested in <<<TOPIC>>>, you may also want to read this <<<RESOURCE TYPE>>> about <<<TOPIC>>>. You can <<<DOWNLOAD | VIEW | READ>>> it here.

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[CONTACT.SIGNATURE]

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You received this message because you <<<SOURCE ACTION>>>. If you do not want to receive these messages, you can unsubscribe here.

## Email #2

### Subject Line:

<<<Content title>>>

### Email Body:

Hi, [CONTACT.FIRSTNAME]

I hope you enjoyed [Reading | Watching | Attending] our <<<RESOURCE TYPE>>> on <<<TOPIC>>> and found it useful.

If you are still seeking information on <<<TOPIC>>>, you may find this <<<RESOURCE TYPE>>> of interest. You can <<<DOWNLOAD | VIEW | READ>>> it here.

[CLIENT] is a full-service technology company that provides complete Human Capital Management consulting services from strategic alignment to platform installation and support.

[CONTACT.SIGNATURE]

P.S. If you are not the right person to contact, can you let me know whom I should contact?

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You received this message because you <<<SOURCE ACTION>>>. If you do not want to receive these messages, you can unsubscribe here.

## Email #3

### Subject Line:

What's Next in Your Workforce Evolution?

### Email Body:

Hi, [CONTACT.FIRSTNAME]

I hope you found the <<<RESOURCE TYPE>>> on <<<TOPIC>>> I sent on <<day>>>. I thought of you when I ran across this article about <<<TOPC>>> in <<<PUBLICATION>>>.

If you would like to explore this or other topics, stop in at our Resource Page to see how we help companies like yours:

- ☑ align human capital technology to business strategy,
- ☑ find the right technology mix for the unique needs of the business, and
- ☑ extend the capability and life cycle of existing platforms.

For new technology implementations, we help:

- ☑ manage planning, project management, and organizational change;
- ☑ provide administrative support after launch, and
- ☑ support your program metrics and people analytics.

[CONTACT.SIGNATURE]

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We respect your privacy. If you do not want to receive these messages, you can unsubscribe [here](#).

## Email #4

### Subject Line:

Where is your people strategy taking you?

### Email Body:

Hi, [CONTACT.FIRSTNAME]

I hope you had a chance to read the article I sent you last <<<DAY>>> and visit our Resources Page to learn a little bit about how we have helped growing companies improve the way they use technology to help their people grow and excel.

I have attached a quick read from <<<PUBLICATION>>> about <<<TOPIC>>>. It has some good information about how companies like yours can make small changes to get better results.

I would like to learn about the challenges you currently face. Do you have 15 minutes for a quick conversation next week? Would next <<<Day>>> at <<<TIME>>> work for you?

[CONTACT.SIGNATURE]

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We respect your privacy. If you do not want to receive these messages, you can unsubscribe here.

## Email #5

### Subject Line:

Your schedule next week

### Email Body:

Hi, [CONTACT.FIRSTNAME]

[CLIENT] is a full-service company. We help businesses maximize their investments in human capital management technology to help their people learn, grow, and become more agile. We are often amazed at how a small change can have a significant impact.

If it makes sense for us discuss the challenges you face, let's talk for a few minutes. Would next <<<DAY>>> at <<<TIME>>> work for you? If not, let me know how your schedule looks.

I look forward to hearing about where you are taking your workforce.

[CONTACT.SIGNATURE]

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We respect your privacy. If you do not want to receive these messages, you can unsubscribe here.

## Email #6: Breakup

### Subject Line:

Too busy?

### Email Body:

Hi, [CONTACT.NAME]

I am sorry we weren't able to connect on <<<DAY>>>. When that happens, I usually find that one of three things is happening:

- You don't need anything.
- You are too busy.
- Now is not the right time to start a conversation.

I don't want to feel like a stalker, so I will keep your contact information on file and send you news of interest from time to time. Reach out to me if you want to take a minute to talk about your people management challenges.

[CONTACT.SIGNATURE]

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We respect your privacy. If you do not want to receive these messages, you can unsubscribe [here](#).

## Response to Contact

**Subject Line:**

Thanks for reaching out

**Email Body:**

Hi, [CONTACT.FIRSTNAME]

I received your message about <<<TOPIC>>>. Do you have a few minutes to explore your thoughts?

Would <<<DAY>>> at <<<TIME>>> be a good time for me to call? If not, let me know what will work for you.

In the meantime, here is another resource that might provoke some thought about <<<TOPIC>>>.

[CONTACT.SIGNATURE]